

NUDGE DESIGN CANVAS

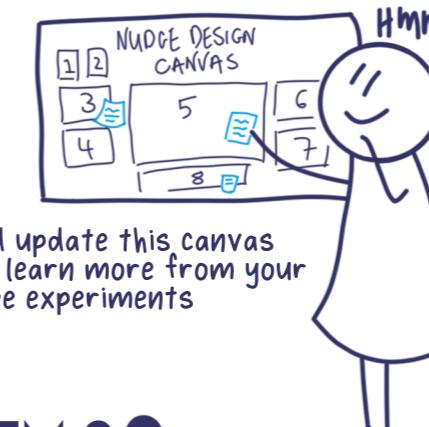


- 1 What is the problem you are trying to solve?
- 2 What is the goal? What does success look like?



A "nudge" can influence or change behavior

you can use nudges to encourage desired behavior



revisit and update this canvas often as you learn more from your nudge experiments

NOW

- 3 What current observable behaviors stand in the way of the goal?

- 4 What future observable behaviors would contribute to reaching the goal?

what do I need people to do?

SYSTEM 1

5

List all the elements that you can see that...

...make the current behaviors unconsciously easy?



is it quick? the status quo? easy to do?



...promote or reward the current behaviors?



money? status? recognition?

...make the future behaviors unconsciously difficult?



...currently discourage or punish the desired future behaviors?



BAD MANAGER
don't come to me with problems!

SYSTEM 2

- 6 How could we make the undesirable behavior more difficult?

can we remove incentives? make it more time consuming? make it less easy?

- 7 How could we make the future desirable behavior easier?

System 1 is our automatic system. It's very fast, unconscious, and most people experience it as instinctive. It's low energy, and does not involve 'thinking'. It uses patterns to navigate the world. Most of our time is spent in System 1. System 2 is only activated when System 1 runs into issues. Examples include catching a ball, looking away from people in an elevator and accepting EULA's.

- 8 Design a nudge using the statement below and your insights from box 5-7

We are going to **implement this nudge for this period of time**. We will know it works by measuring **this observable indicator**.

make sure you specify measurable and observable indicators to evaluate the nudge before and after the experiment

[1] Thaler, R. H., & Sunstein, C. R. (2021). Nudge. Van Haren Publishing.
[2] Kahneman, D. (2012). Thinking, Fast and Slow. Penguin.

FINISH

repeat and revise



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